

ABOUT THE INSTITUTE

The Institute offers experiential educational story-telling events & workshops, providing the leadership and tools necessary for our clients and/or members to run their businesses more effectively and efficiently. We work with community partners, corporate partners and build strategic relationships to develop the next generation of leaders, aggregate resources and make connections that will assist them in more effectively running the day-to-day operations of their organizations.

The GBIE Serves & Supports:

- ✔ Entrepreneurs
- ✔ Minority-Owned Businesses, Women-Owned Businesses, LGBTQ+ Businesses
- ✔ Family-Owned Businesses
- ✔ Small-Medium Sized Businesses
- ✔ Non-Profits
- ✔ Local Governments & Municipalities
- ✔ Our Communities, School-Systems & the Individuals within them
- ✔ The Genesis for Good Foundation – 501c3 public charity responsible for raising and deploying capital into our under-served, under-banked LMI markets

We do this through a variety of methods:

- ✔ Offering event-based, digital-based, and aggregated educational content to advise on key topics affecting the lifecycle of a business
 - ✓ When Genesis Talks: a community-based conversation and engagement platform consisting of four (4) event series' and a quarterly newsletter. This content offers diverse businesses and entrepreneurs the opportunity to learn from, and with, some of the most successful and brightest business & community leaders across a variety of topics & industries
 - ✓ Operation Access, in partnership with Excess Telecom: A platform to assist in the distribution of, and access to, complimentary tablets and low-cost, high-quality internet, promoting the economic, social and intellectual growth of our minority and LMI communities
 - ✓ The GBIE Shark Tank: A business start-up & pitch competition that provides direct businesses education & mentorship into the Southern California start-up community. Diverse start-ups and entrepreneurs may submit their businesses for mentorship and potential investment from a board of advisors/investors (currently in development)
- ✔ Providing Financial and Business Literacy Education and mentorship opportunities for the next generation of business leaders
- ✔ Creating networking and relationship-building opportunities for our members, partners and future business leaders
- ✔ Offering exposure and access to a wide range of resources and aggregated content useful for all current business owners and future business owners